

# Utah 100 Communities

*Community Renewable Energy Agency*  
Communications Audit – June 5, 2023

# Initial Findings





## AUDIENCE AND MESSAGING



### MESSAGING

**Among the 18 communities that have joined Utah 100, there is great diversity in:**

- Age
- Income
- Education
- Race & ethnicity
- Location (rural to urban)
- Household makeup
- Stage of life
- Everything from young families to retirees

**Primary messaging:** Convey the importance of renewable energy and the need to adopt these practices in your community to both residents and leadership. The Agency gives communities an affordable and commercialized pathway to meet clean energy goals.

**Because of the diversity of Utah 100 Communities audience, messaging needs to be general and convey the importance of the renewable energy efforts to the entire audience.**



## AGENCY IDENTITY



**Organization Name:** Several internal documents refer to Utah Community Renewable Energy Agency, yet all external comms created by the agency (social, email, website) refer to Utah 100 Communities.

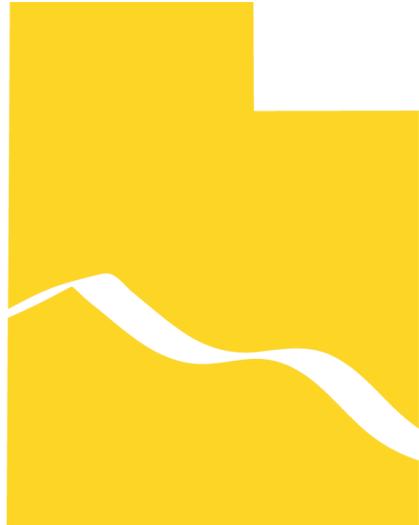
-Further communication and clarification is needed for the Utah 100 Communities name; The name refers to Net-100% renewable energy, as opposed to 100 communities in Utah who are participating.



## AGENCY IDENTITY



UTAH  
100  
COMMUNITIES



**Branding:** Current branding relies on primary lockup and a limited color palette. A lack of visual cohesiveness, especially imagery-related, is apparent in social media posts and email campaigns.



## WEBSITE

**Good News:** Utah100Communities.org is a source of information that is detailed and thorough.

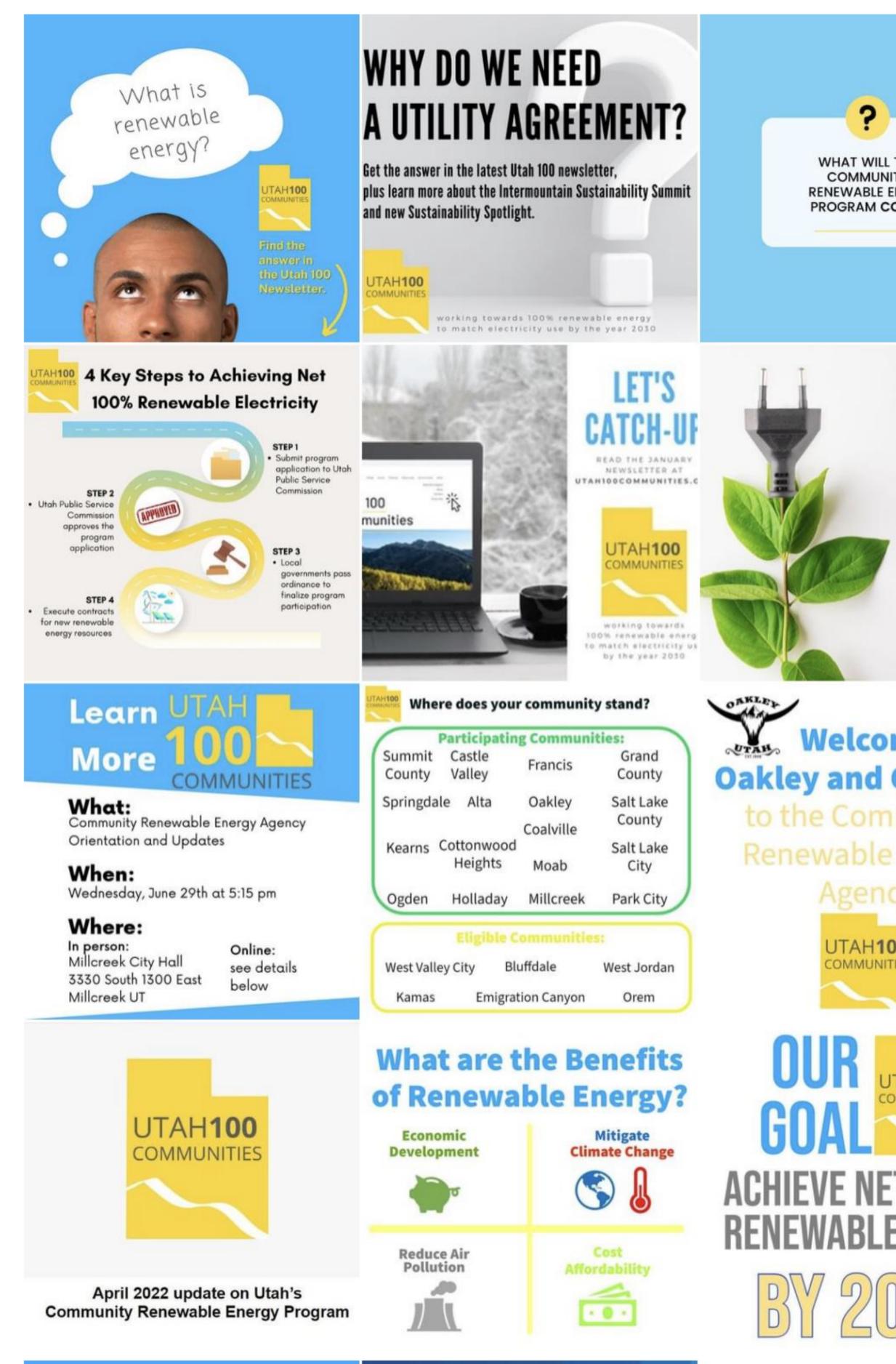
The website copy is comprehensive and informative, providing detailed explanations of each aspect of the program. A good variety of information (FAQ page, resources, low-income plan, legislation) is available to web visitors.

# SOCIAL MEDIA



## CONTENT

- Utah 100 social media is in early stages—audience growth is needed
- Communities, businesses and non-profit partners are established in the social media landscape and have the potential to help
- Utah 100 has the opportunity to go deeper and broader with a variety of topics that would be relevant to their work and to audience self-interests
- Utah 100 does a great job of including calls to action and links



# Our Recommendations

- 1. Recommendation 1
- 2. Recommendation 2
- 3. Recommendation 3





# RECOMMENDATIONS – AUDIENCE AND MESSAGING

- Consistency of messaging is key. **We recommend developing an audience persona and brand voice** for Utah 100. Create content with these individuals in mind.
- **We recommend translating key messages/materials, including social media posts, into other languages (primarily Spanish).** This will ensure that information is accessible to more of your audience.



# RECOMMENDATIONS – IDENTITY

- In order to maintain consistency and build more brand recognition, **we recommend updating the name** to provide further clarity of the Utah 100 Communities brand.
  - **Prioritize messaging on the meaning of the Utah 100 Communities name.** We recommend explaining the correlation of the name to the Net 100 renewable energy initiative to avoid confusion for the audience.
- **Update the logo mark and typeface** to reflect a more current persona of RMP customers/ratepayers. We also recommend additional elements that can be used in marketing materials (patterns, brandmark, etc.).
- **Formalize a color palette** that gives the brand versatility. A simple branding guide will help with consistency and accessibility across all communications channels, including social media.



# RECOMMENDATIONS – WEBSITE

- **Write and include more meaningful content/copy on all pages** as well as structurally revise the site to improve user flow and create effective click funnels.
- **Update Homepage to create a more intuitive experience** for the audience to find program information and updates.
  - Add the most important information and overview to the homepage, creating a “one-stop-shop” for new website visitors.
- **More imagery to add visual appeal.** This includes the addition of updated brand elements and a library of approved imagery.



# RECOMMENDATIONS – SOCIAL MEDIA

- **Build a social media toolkit** with suggested captions/other social content.
- **Always keep audience self-interests in mind when writing content/captions**—how energy policy affects them personally and why they should care about renewable energy.
- **Incorporate video and photos!** They don't have to be elaborate, but video is necessary for reaching new people.
- **Interact with followers and develop partnership/collaboration** content with cities, counties, and non-profits.



# RECOMMENDATIONS – EMAIL

- **Order email content with the inverted pyramid**—most compelling info at the top.
- **Have more fun** with subject lines, headings and subheadings to hook readers.
- **Add visuals/media**—especially at the top—to draw in readers.
- **Truncate longer content** (longer than 150-200 words). Add “read more” buttons and take readers to your blog to finish the article.

**Questions?**

- [Introduction](#)
- [Introduction](#)
- [Introduction](#)

